

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 101891  
**Alt Order #:** 06815349  
**Product Desc:** OCEGUERA 4 CONGRESS  
**Estimate:** 1187  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Oceguela for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/22/12 | 34      | \$29,065.00  | \$24,705.25 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 34        | \$29,065.00        | \$24,705.25        | 0.00        |
| <b>Totals</b> | <b>34</b> | <b>\$29,065.00</b> | <b>\$24,705.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KSNV   | 20%   | \$29,065.00  |
| Market | 100%  | \$145,325.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KBLR  | 0%    | \$0.00      |
| KFBT  | 0%    | \$0.00      |
| KINC  | 0%    | \$0.00      |
| KLAS  | 26%   | \$37,784.50 |
| KLVS  | 0%    | \$0.00      |
| KSNV- | 0%    | \$0.00      |
| KTNV  | 21%   | \$30,518.25 |
| KTUD  | 1%    | \$1,453.25  |
| KVVU  | 22%   | \$31,971.50 |
| KVWB  | 0%    | \$0.00      |
| LV1   | 0%    | \$0.00      |
| UNKWN | 10%   | \$14,532.50 |

| Ln                       | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount     |
|--------------------------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1                        | KSNV | 10/16/12          | 10/22/12        | M-F 5-6a WakeUp w/WagM | 5-6a  |                | M-WTF--           | :30 | 4           | \$450.00 | 1             | 0.00 | NM   | 4     | \$1,800.00 |
| WAKE UP WITH THE WAGNERS |      |                   |                 |                        |       |                |                   |     |             |          |               |      |      |       |            |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
| Week:                    |      | 10/16/12          | 10/22/12        | MTWTF--                |       |                | 4                 |     | \$450.00    |          | 0.00          |      |      |       |            |

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| Ln   | Ch        | Start             | End                      | Inventory Code   | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg        | Type        | Spots | Amount     |
|--|-----------|-------------------|--------------------------|--|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|------------|
| 1  | KSNV      | 10/16/12          | 10/22/12                 | M-F 5-6a WakeUp w/Wagners<br>M-F 5-6a WakeUp w/Wagners<br>WAKE UP WITH THE WAGNERS | CM    | 5-6a                  | M-WTF--         | :30           | 4     | \$450.00              | 1   | 0.00       | NM          | 4     | \$1,800.00 |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/16/1210/22/12MTWTF--4\$450.000.00</div></div></div> |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>       |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 2  | KSNV      | 10/16/12-10/22/12 | M-F 5-6a WakeUp w/Wagner |  |       | 5-6a                  | MTWThF----      | :30           |       | <del>(\$450.00)</del> |     | 0.00       | NM          |       |            |
| See MG 1.5,1.6,1.7<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE   |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 3  | KSNV      | 10/16/12-10/22/12 | M-F 5-6a WakeUp w/Wagner |  |       | 5-6a                  | MTWThF----      | :30           |       | <del>(\$450.00)</del> |     | 0.00       | NM          |       |            |
| See MG 1.5,1.6,1.7<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE   |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 4  | KSNV      | 10/16/12-10/22/12 | M-F 5-6a WakeUp w/Wagner |  |       | 5-6a                  | MTWThF----      | :30           |       | <del>(\$450.00)</del> |     | 0.00       | NM          |       |            |
| See MG 1.5,1.6,1.7<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE   |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 5  | KSNV      | 10/17/12-10/22/12 | M-F 5-6a WakeUp w/Wagner |  |       | 5-6a                  | M-WThF----      | :30           |       | \$450.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 1.3,1.2,1.4<br>[Revised rate to reinstate]  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 6  | KSNV      | 10/17/12-10/22/12 | M-F 5-6a WakeUp w/Wagner |  |       | 5-6a                  | M-WThF----      | :30           |       | \$450.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 1.3,1.2,1.4<br>[Revised rate to reinstate]  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 7  | KSNV      | 10/17/12-10/22/12 | M-F 5-6a WakeUp w/Wagner |  |       | 5-6a                  | M-WThF----      | :30           |       | \$450.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 1.3,1.2,1.4<br>[Revised rate to reinstate]  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 2  | KSNV      | 10/16/12          | 10/22/12                 | M-F 6-7a WakeUp w/Wagners<br>M-F 6-7a WakeUp w/Wagners<br>WAKE UP WITH THE WAGNERS | CM    | 6-7a                  | MTWTF--         | :30           | 5     | \$190.00              | 4   | 0.00       | NM          | 1     | \$190.00   |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/16/1210/22/12MTWTF--1\$190.000.00</div></div></div> |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 3  | KSNV      | 10/16/12          | 10/22/12                 | Today Show<br>Today Show   | CM    | 658a-9am              | MTWTF--         | :30           | 5     | \$300.00              | 3   | 0.00       | NM          | 1     | \$300.00   |
| TODAY SHOW   |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/16/1210/22/12MTWTF--1\$300.000.00</div></div></div> |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 4  | KSNV      | 10/20/12          | 10/20/12                 | Saturday Today<br>Saturday Today   | CM    | 7a-9am                | -----S-         | :30           | 1     | \$625.00              | 1   | 0.00       | NM          | 1     | \$625.00   |
| SATURDAY TODAY   |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/15/1210/21/12-----S-1\$625.000.00</div></div></div> |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 5  | KSNV      | 10/21/12          | 10/21/12                 | Sunday Today<br>Sunday Today   | CM    | 7a-8am                | -----S          | :30           | 1     | \$750.00              | 1   | 0.00       | NM          | 1     | \$750.00   |
| TODAY ON SUNDAY  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/15/1210/21/12-----S1\$750.000.00</div></div></div>  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>       |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 1  | KSNV      | 10/15/12-10/21/12 | Sunday Today             |  |       | 7a-8am                | -----Su         | :30           |       | <del>(\$750.00)</del> |     | 0.00       | NM          |       |            |
| See MG 5.2<br>[Below LUR]  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 2  | KSNV      | 10/21/12-10/21/12 | Sunday Today             |  |       | 7a-8am                | -----Su         | :30           |       | \$750.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 5.1 10/21<br>[Revised rate to reinstate]  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| N11  | KSNV      | 10/16/12          | 10/22/12                 | The Doctors<br>The Doctors   | CM    | 2pm-3pm               | MTWTF--         | :30           | 1     | \$100.00              | 4   | 0.00       | NM          | 1     | \$100.00   |
| THE DOCTORS  |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/16/1210/22/12MTWTF--1\$100.000.00</div></div></div> |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| N12  | KSNV      | 10/16/12          | 10/22/12                 | Dr. Phil<br>Dr Phil  | CM    | 3-4p                  | MTWTF--         | :30           | 1     | \$200.00              | 3   | 0.00       | NM          | 1     | \$200.00   |
| DR. PHIL   |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/16/1210/22/12MTWTF--1\$200.000.00</div></div></div> |           |                   |                          |  |       |                       |                 |               |       |                       |     |            |             |       |            |

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 Alt Order #: 06815349  
 Flight Dates: 10/16/12 - 10/22/12

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 Product Desc: OCEGUERA 4 CONGRESS  
 Estimate: 1187

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| Ln  | Ch        | Start             | End             | Inventory Code                            | Break                 | Start/End Time             | Days            | Len           | Spots                 | Rate       | Pri        | Rtg         | Type | Spots | Amount     |
|---|-----------|-------------------|-----------------|---|-----------------------|----------------------------|-----------------|---------------|-----------------------|------------|------------|-------------|------|-------|------------|
| 13  | KSNV      | 10/16/12          | 10/22/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour) | CM                    | 4-5pm<br>(4:00 PM-4:30 PM) | MTWTF--         | :30           | 2                     | \$300.00   | 3          | 0.00        | NM   | 2     | \$600.00   |
| FIRST NEWS 3 AT FOUR  |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |            |             |      |       |            |
| Week:   |           | 10/16/12          | 10/22/12        | MTWTF--                                   | 2                     |                            | \$300.00        |               | 0.00                  |            |            |             |      |       |            |
| 14  | KSNV      | 10/16/12          | 10/22/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour) | CM                    | 4-5pm<br>(4:30 PM-5:00 PM) | MTWTF--         | :30           | 1                     | \$300.00   | 3          | 0.00        | NM   | 1     | \$300.00   |
| NEWS 4 AT 430P  |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |            |             |      |       |            |
| Week:   |           | 10/16/12          | 10/22/12        | MTWTF--                                   | 1                     |                            | \$300.00        |               | 0.00                  |            |            |             |      |       |            |
| N15   | KSNV      | 10/16/12          | 10/22/12        | M-F Early News<br>M-F Early News          | CM                    | 5-630p                     | MTWTF--         | :30           | 5                     | \$450.00   | 3          | 0.00        | NM   | 3     | \$1,350.00 |
| EARLY NEWS  |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |            |             |      |       |            |
| Week:   |           | 10/16/12          | 10/22/12        | MTWTF--                                   | 5                     |                            | \$450.00        |               | 0.00                  |            |            |             |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                        | <u>Start/End Time</u> |                            | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           |            | <u>Rtg</u> | <u>Type</u> |      |       |            |
| 2   | KSNV      | 10/16/12-10/22/12 |                 | M-F Early News                            | 5-630p                |                            | MTWThF----      | :30           | <del>(\$450.00)</del> |            | 0.00       | NM          |      |       |            |
| Credited<br>[credit na]                                       |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
| 3   | KSNV      | 10/16/12-10/22/12 |                 | M-F Early News                            | 5-630p                |                            | MTWThF----      | :30           | <del>(\$450.00)</del> |            | 0.00       | NM          |      |       |            |
| Credited<br>[credit na]                                       |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
| 16  | KSNV      | 10/16/12          | 10/22/12        | M-F Jeopardy<br>M-F Jeopardy              | CM                    | 630-7pm                    | MTWTF--         | :30           | 2                     | \$450.00   | 3          | 0.00        | NM   | 1     | \$400.00   |
| JEOPARDY  |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |            |             |      |       |            |
| Week:   |           | 10/16/12          | 10/22/12        | MTWTF--                                   | 2                     |                            | \$450.00        |               | 0.00                  |            |            |             |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                        | <u>Start/End Time</u> |                            | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           |            | <u>Rtg</u> | <u>Type</u> |      |       |            |
| 2   | KSNV      | 10/16/12-10/22/12 |                 | M-F Jeopardy                              | 630-7pm               |                            | MTWThF----      | :30           | <del>(\$350.00)</del> |            | 0.00       | NM          |      |       |            |
| See MG 16.6, 16.7<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
| 3   | KSNV      | 10/16/12-10/22/12 |                 | M-F Jeopardy                              | 630-7pm               |                            | MTWThF----      | :30           | <del>(\$350.00)</del> |            | 0.00       | NM          |      |       |            |
| See MG 16.6, 16.7<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
| 5   | KSNV      | 10/16/12-10/16/12 |                 | Jeopardy in PRIME                         | M-SA 8-11p / SUN      |                            | -T-----         | :30           | \$400.00              |            | 0.00       | NM          |      |       |            |
| Ⓜ MG for 16.1 10/16<br>[INV CODE]                             |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
| 17  | KSNV      | 10/16/12          | 10/22/12        | M-F Wheel<br>M-F Wheel of Fortune         | CM                    | 7-730pm                    | M-WTF--         | :30           | 4                     | \$1,300.00 | 1          | 0.00        | NM   | 4     | \$5,200.00 |
| WHEEL OF FORTUNE  |           |                   |                 |   |                       |                            |                 |               |                       |            |            |             |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |            |             |      |       |            |
| Week:   |           | 10/16/12          | 10/22/12        | M-WTF--                                   | 4                     |                            | \$1,300.00      |               | 0.00                  |            |            |             |      |       |            |

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| Ln  | Ch        | Start             | End                       | Inventory Code                                 | Break             | Start/End Time  | Days          | Len                     | Spots         | Rate        | Pri | Rtg  | Type | Spots | Amount     |
|---|-----------|-------------------|---------------------------|--|-------------------|-----------------|---------------|-------------------------|---------------|-------------|-----|------|------|-------|------------|
| 17  | KSNV      | 10/16/12          | 10/22/12                  | M-F Wheel<br>M-F Wheel of Fortune              | CM                | 7-730pm         | M-WTF--       | :30                     | 4             | \$1,300.00  | 1   | 0.00 | NM   | 4     | \$5,200.00 |
| WHEEL OF FORTUNE  |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                                | <u>Spots/Week</u> |                 | <u>Rate</u>   |                         | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/16/12          | 10/22/12                  | M-WTF--  | 4                 |                 | \$1,300.00    |                         | 0.00          |             |     |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>        | <u>Start/End Time</u>                          |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u>    | <u>Type</u> |     |      |      |       |            |
| 1   | KSNV      | 10/16/12-10/22/12 | M-F Wheel                 | 7-730pm  |                   | M-WThF----      | :30           | <del>(\$1,300.00)</del> | 0.00          | NM          |     |      |      |       |            |
| See MG 17.5,17.6,17.7<br>[Below LUR-LUR is \$260]         |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 2   | KSNV      | 10/16/12-10/22/12 | M-F Wheel                 | 7-730pm  |                   | M-WThF----      | :30           | <del>(\$1,300.00)</del> | 0.00          | NM          |     |      |      |       |            |
| See MG 17.5,17.6,17.7<br>[Below LUR-LUR is \$260]         |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 3   | KSNV      | 10/16/12-10/22/12 | M-F Wheel                 | 7-730pm  |                   | M-WThF----      | :30           | <del>(\$1,300.00)</del> | 0.00          | NM          |     |      |      |       |            |
| See MG 17.5,17.6,17.7<br>[Below LUR-LUR is \$260]         |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 5   | KSNV      | 10/17/12-10/22/12 | M-F Wheel                 | 7-730pm  |                   | M-WThF----      | :30           | \$1,300.00              | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 17.1,17.3,17.2<br>[Revised rate to reinstate]    |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 6   | KSNV      | 10/17/12-10/22/12 | M-F Wheel                 | 7-730pm  |                   | M-WThF----      | :30           | \$1,300.00              | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 17.1,17.3,17.2<br>[Revised rate to reinstate]    |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 7   | KSNV      | 10/17/12-10/22/12 | M-F Wheel                 | 7-730pm  |                   | M-WThF----      | :30           | <del>(\$1,300.00)</del> | 0.00          | NM          |     |      |      |       |            |
| Ⓜ See MG 17.8<br>[pgm cgh = wheel in prime due to debate] |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 8   | KSNV      | 10/22/12-10/22/12 | Wheel of Fortune in PRIME | M-SA 8-11p / SUN                               |                   | M-----          | :30           | \$1,300.00              | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 17.7 10/22<br>[INV CODE]                         |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 18  | KSNV      | 10/20/12          | 10/20/12                  | Wknd Jeopardy<br>SAT/Jeopardy                  | CM                | 630-7pm         | -----S-       | :30                     | 1             | \$525.00    | 1   | 0.00 | NM   | 1     | \$525.00   |
| JEOPARDY  |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                                | <u>Spots/Week</u> |                 | <u>Rate</u>   |                         | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/15/12          | 10/21/12                  | -----S-  | 1                 |                 | \$525.00      |                         | 0.00          |             |     |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>        | <u>Start/End Time</u>                          |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u>    | <u>Type</u> |     |      |      |       |            |
| 1   | KSNV      | 10/15/12-10/21/12 | Wknd Jeopardy             | 630-7pm  |                   | -----Sa--       | :30           | <del>(\$525.00)</del>   | 0.00          | NM          |     |      |      |       |            |
| See MG 18.2<br>[Below LUR-LUR is \$175]                   |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 2   | KSNV      | 10/20/12-10/20/12 | Wknd Jeopardy             | 630-7pm  |                   | -----Sa--       | :30           | \$525.00                | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 18.1 10/20<br>[Revised rate to reinstate]        |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 19  | KSNV      | 10/20/12          | 10/20/12                  | Wknd Wheel of Fortune<br>SAT/ Wheel of Fortune | CM                | 7-730pm         | -----S-       | :30                     | 1             | \$525.00    | 1   | 0.00 | NM   | 1     | \$525.00   |
| WHEEL OF FORTUNE  |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                                | <u>Spots/Week</u> |                 | <u>Rate</u>   |                         | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/15/12          | 10/21/12                  | -----S-  | 1                 |                 | \$525.00      |                         | 0.00          |             |     |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>        | <u>Start/End Time</u>                          |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u>    | <u>Type</u> |     |      |      |       |            |
| 1   | KSNV      | 10/15/12-10/21/12 | Wknd Wheel of Fortune     | 7-730pm  |                   | -----Sa--       | :30           | <del>(\$525.00)</del>   | 0.00          | NM          |     |      |      |       |            |
| See MG 19.2<br>[Below LUR-LUR is \$175]                   |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 2   | KSNV      | 10/20/12-10/20/12 | Wknd Wheel of Fortune     | 7-730pm  |                   | -----Sa--       | :30           | \$525.00                | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 19.1 10/20<br>[Revised rate to reinstate]        |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
| 22  | KSNV      | 10/18/12          | 10/18/12                  | Thurs PR 9-10p<br>Thursday Prime 9-10pm        | CM                | 9-10pm          | ---T---       | :30                     | 1             | \$3,200.00  | 1   | 0.00 | NM   | 1     | \$3,200.00 |
| THE OFFICE/ UP ALL NIGHT                                  |           |                   |                           |  |                   |                 |               |                         |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                                | <u>Spots/Week</u> |                 | <u>Rate</u>   |                         | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/15/12          | 10/21/12                  | ---T---  | 1                 |                 | \$3,200.00    |                         | 0.00          |             |     |      |      |       |            |

Order / Rev: 101891  
 Alt Order #: 06815349  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Oceguela for Congress  
 Product Desc: OCEGUERA 4 CONGRESS  
 Estimate: 1187  
**KSNV**

| Ln                                       | Ch        | Start             | End             | Inventory Code                                      | Break                 | Start/End Time | Days            | Len           | Spots                   | Rate       | Pri         | Rtg  | Type   | Spots | Amount      |
|--|-----------|-------------------|-----------------|---|-----------------------|----------------|-----------------|---------------|-------------------------|------------|-------------|------|--------|-------|-------------|
| 22                                       | KSNV      | 10/18/12          | 10/18/12        | Thurs PR 9-10p<br>Thursday Prime 9-10pm             | CM                    | 9-10pm         | ---T---         | :30           | 1                       | \$3,200.00 | 1           | 0.00 | NM     | 1     | \$3,200.00  |
| THE OFFICE/ UP ALL NIGHT                 |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/15/12          | 10/21/12        | ---T---   | 1                     |                | \$3,200.00      |               | 0.00                    |            |             |      |        |       |             |
| <u>Spot</u>                              | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                  | <u>Start/End Time</u> |                | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |        |       |             |
| 1  | KSNV      | 10/15/12-10/21/12 |                 | Thurs PR 9-10p                                      | 9-10pm                |                | ---Th----       | :30           | <del>(\$3,200.00)</del> | 0.00       | NM          |      |        |       |             |
| See MG 22.2                              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| 2  | KSNV      | 10/18/12-10/18/12 |                 | Thurs PR 9-10p                                      | 9-10pm                |                | ---Th----       | :30           | \$3,200.00              | 0.00       | NM          |      |        |       |             |
| Ⓜ MG for 22.1 10/18                      |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| [Revised rate to reinstate]              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| 23                                       | KSNV      | 10/20/12          | 10/20/12        | Sat PR 10-11p<br>Saturday Prime 10-11pm             | CM                    | 10-11pm        | -----S-         | :30           | 1                       | \$1,300.00 | 1           | 0.00 | NM     | 1     | \$1,300.00  |
| LAW & ORDER: SVU                         |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/15/12          | 10/21/12        | -----S-   | 1                     |                | \$1,300.00      |               | 0.00                    |            |             |      |        |       |             |
| <u>Spot</u>                              | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                  | <u>Start/End Time</u> |                | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |        |       |             |
| 1  | KSNV      | 10/15/12-10/21/12 |                 | Sat PR 10-11p                                       | 10-11pm               |                | -----Sa--       | :30           | <del>(\$1,300.00)</del> | 0.00       | NM          |      |        |       |             |
| See MG 23.2                              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| [Below LUR]                              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| 2  | KSNV      | 10/20/12-10/20/12 |                 | Sat PR 10-11p                                       | 10-11pm               |                | -----Sa--       | :30           | \$1,300.00              | 0.00       | NM          |      |        |       |             |
| Ⓜ MG for 23.1 10/20                      |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| [Revised rate to reinstate]              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| 24                                       | KSNV      | 10/21/12          | 10/21/12        | Sun PR 10-11p<br>Sunday Prim 10-11pm                | CM                    | 10-11pm        | -----S          | :30           | 1                       | \$1,200.00 | 1           | 0.00 | NM     | 1     | \$1,200.00  |
| LAW & ORDER AFTER NFL                    |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/15/12          | 10/21/12        | -----S  | 1                     |                | \$1,200.00      |               | 0.00                    |            |             |      |        |       |             |
| <u>Spot</u>                              | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                  | <u>Start/End Time</u> |                | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |        |       |             |
| 1  | KSNV      | 10/15/12-10/21/12 |                 | Sun PR 10-11p                                       | 10-11pm               |                | -----Su         | :30           | <del>(\$1,200.00)</del> | 0.00       | NM          |      |        |       |             |
| See MG 24.2                              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| [Below LUR ]                             |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| 2  | KSNV      | 10/21/12-10/21/12 |                 | Sun PR 10-11p                                       | 10-11pm               |                | -----Su         | :30           | \$1,200.00              | 0.00       | NM          |      |        |       |             |
| Ⓜ MG for 24.1 10/21                      |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| [Revised rate to reinstate]              |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
| 25                                       | KSNV      | 10/16/12          | 10/22/12        | M-F News 3 at Eleven<br>M-F News 3 at Eleven        | CM                    | 11pm-1135pm    | MTWTF--         | :30           | 4                       | \$1,200.00 | 1           | 0.00 | NM     | 4     | \$4,800.00  |
| NEWS 3 NIGHTSIDE                         |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/16/12          | 10/22/12        | MTWTF--   | 4                     |                | \$1,200.00      |               | 0.00                    |            |             |      |        |       |             |
| 27                                       | KSNV      | 10/21/12          | 10/21/12        | Sa-Su News 3 at Eleven<br>Sa-Su News 3 at Eleven    | CM                    | 11pm-1135pm    | -----S          | :30           | 1                       | \$400.00   | 3           | 0.00 | NM     | 1     | \$400.00    |
| NEWS 3 NIGHTSIDE                         |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/15/12          | 10/21/12        | -----S  | 1                     |                | \$400.00        |               | 0.00                    |            |             |      |        |       |             |
| 29                                       | KSNV      | 10/20/12          | 10/20/12        | Saturday Night Live<br>Saturday Night Live          | CM                    | 1130pm-1:02am  | -----S-         | :30           | 1                       | \$400.00   | 4           | 0.00 | NM     | 1     | \$400.00    |
| SATURDAY NIGHT LIVE                      |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/15/12          | 10/21/12        | -----S-   | 1                     |                | \$400.00        |               | 0.00                    |            |             |      |        |       |             |
| 30                                       | KSNV      | 10/21/12          | 10/21/12        | NFL Football<br>NFL Football                        | CM                    | 1P-9PM         | -----S          | :30           | 1                       | \$4,000.00 | 4           | 0.00 | NM     | 1     | \$4,000.00  |
| SUN NT FB: PITT @ CIN                    |           |                   |                 |   |                       |                |                 |               |                         |            |             |      |        |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/15/12          | 10/21/12        | -----S  | 1                     |                | \$4,000.00      |               | 0.00                    |            |             |      |        |       |             |
| 31                                       | KSNV      | 10/18/12          | 10/22/12        | FacetoFace/Ralston Rep<br>FacetoFace/Ralston Report | CM                    | 730-758pm      | M--TF--         | :30           | 1                       | \$900.00   | 1           | 0.00 | NM     | 1     | \$900.00    |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |        |       |             |
| Week:                                    |           | 10/16/12          | 10/22/12        | M--TF--   | 1                     |                | \$900.00        |               | 0.00                    |            |             |      |        |       |             |
|  |           |                   |                 |   |                       |                |                 |               |                         |            |             |      | Totals | 34    | \$29,065.00 |